ORDER

KLAS

Orders	**Order / Rev:**	37208		
	Alt Order #:	08861598		
	Product Desc:	HELLER/SENATE/REP		
	Estimate:			
	Flight Dates:	09/12/12 - 09/18/12	Primary AE:	Mike Jones
	Original Date / Rev:	09/07/12 / 09/07/12	Sales Office:	K-WAS
	Order Type:	GENERAL	Sales Region:	National
Agency	**Name:**	**Strategic Media Services**		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		3299 K St. NW	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	**Name:**	**Heller, Dean R-USS**		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PO1	Order Separation:	00:15:00
	Priority:	LV3	Advertiser External ID:	
	Revenue Codes:	AGY, POL, CAND	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/18/12	22	$14,575.00	$12,388.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	22	$14,575.00	$12,388.75	0.00
Totals	22	$14,575.00	$12,388.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	$14,575.00
Market	100%	$48,583.33

Competitive Share	Share	Total
CABLE	0%	$0.00
KBLR	0%	$0.00
KFBT	0%	$0.00
KINC	0%	$0.00
KTNV	25%	$12,145.83
KTUD	0%	$0.00
KVBC	0%	$0.00
KVVU	5%	$2,429.17
KVWB	0%	$0.00
LV1	0%	$0.00
UNKWN	0%	$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	8	09/12/12	09/14/12	8 News Now 5a M-F 8 News Now 5a M-F	CM	5-6a	--WTF--	:30	3	$145.00	LV3	0.00 NM	3	$435.00
NEWS														
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	09/10/12	09/16/12	--WTF--	3	$145.00	0.00								
E 2	8	09/17/12	09/18/12	8 News Now 5a M-F 8 News Now 5a M-F	CM	5-6a	MT-----	:30	2	$145.00	LV3	0.00 NM	2	$290.00

Order / Rev: 37208 Advertiser: Heller, Dean R-USS

Alt Order #: 08861598 Product Desc: HELLER/SENATE/REP KLAS

Flight Dates: 09/12/12 - 09/18/12 Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
	NEWS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/17/12	09/23/12	MT-----	2	$145.00	0.00								
E 3	8	09/12/12	09/14/12	8 News Now 6a M-F	CM	6-7a	--WTF--	:30	3	$245.00	LV3	0.00 NM	3	$735.00
				8 News Now 6a M-F										
	NEWS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/10/12	09/16/12	--WTF--	3	$245.00	0.00								
E 4	8	09/17/12	09/18/12	8 News Now 6a M-F	CM	6-7a	MT-----	:30	2	$245.00	LV3	0.00 NM	2	$490.00
				8 News Now 6a M-F										
	NEWS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/17/12	09/23/12	MT-----	2	$245.00	0.00								
E 5	8	09/12/12	09/14/12	CBS This Morning 7-9a	CM	7-9a	--WTF--	:30	3	$150.00	LV3	0.00 NM	3	$450.00
				CBS This Morning										
	EARLY SHOW													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/10/12	09/16/12	--WTF--	3	$150.00	0.00								
E 6	8	09/17/12	09/18/12	CBS This Morning 7-9a	CM	7-9a	MT-----	:30	2	$150.00	LV3	0.00 NM	2	$300.00
				CBS This Morning										
	EARLY SHOW													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/17/12	09/23/12	MT-----	2	$150.00	0.00								
E 7	8	09/12/12	09/14/12	8 News Now 5-630p M-F	CM	5-630p	--WTF--	:30	3	$375.00	LV3	0.00 NM	3	$1,125.00
				8 News Now 5-630p M-F										
	NEWS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/10/12	09/16/12	--WTF--	3	$375.00	0.00								
E 8	8	09/17/12	09/18/12	8 News Now 5-630p M-F	CM	5-630p	MT-----	:30	2	$375.00	LV3	0.00 NM	2	$750.00
				8 News Now 5-630p M-F										
	NEWS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/17/12	09/23/12	MT-----	2	$375.00	0.00								
E 9	8	09/16/12	09/16/12	NFL Reg Season Game	CM	NFL Football Reg.	------S	:30	1	$5,000.00	LV3	0.00 NM	1	$5,000.00
				NFL Football Reg. Season		(10:00 AM-1:00 PM)								
	NFL													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/10/12	09/16/12	------S	1	$5,000.00	0.00								
E 10	8	09/16/12	09/16/12	NFL Reg Season Game	CM	NFL Football Reg.	------S	:30	1	$5,000.00	LV3	0.00 NM	1	$5,000.00
				NFL Football Reg. Season		(1:00 PM-4:30 PM)								
	NFL													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/10/12	09/16/12	------S	1	$5,000.00	0.00								
												Totals	22	$14,575.00